

## PRESS RELEASE

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### **Brandhome designs new vtbKultuur logo**

**Brandhome was given the brief to design a completely new house style for the cultural organisation vtbKultuur, which is seeking a stronger profile. The result is a fresh, colourful, dynamic and contemporary logo.**



Nicoline Spruijt, Brandhome CEO: 'vtbKultuur wants to move in a new direction. Both vtbKultuur and the VAB, the Flemish Automobile Association, are seeking to profile themselves more clearly in their respective areas. Brandhome was given the challenging strategic brief of splitting the brands. A key condition was that vtbKultuur and the VAB should retain a clear family connection. Our substantial experience of brand strategy was needed to bring this assignment to a successful conclusion.'

Johan Van den Driessche, chairman of the board: 'vtbKultuur is an organisation for everyone who wants to explore and experience our own Flemish culture and other cultures in a relaxed way. Brandhome was able to translate that mission into the design of a new logo that radiates warmth and accessibility. It's perfect for the new vtbKultuur, which takes an off-beat look at culture for everyone in Flanders!'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

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